



UNITED STATES PATENT AND TRADEMARK OFFICE

Application Number : 09/988,291 Confirmation No.: 8456  
Applicant : Michael ROTHMAN et al.  
Filed : November 19, 2001  
Title : SYSTEM AND METHOD FOR GATHERING AND  
STANDARDIZING CUSTOMER PURCHASE INFORMATION  
FOR TARGET MARKETING  
TC/Art Unit : 3624  
Examiner: : Geoffrey Akers  
  
Docket No. : 47004.000180  
Customer No. : 21967

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT**

Sir:

A. **The Attached PTO-1449**

In accordance with 37 C.F.R. §§ 1.97 and 1.98, and in compliance with the duty of disclosure set forth in 37 C.F.R. § 1.56, Applicants are submitting herewith copies of the references listed on the attached Form PTO-1449 (modified) for consideration and to be made of record herein by the U.S. Patent and Trademark Office in the above-captioned application.

B. **The August 19, 2004 Information Disclosure Statements**

Applicant further notes the Information Disclosure Statements (IDSs) filed on August 19, 2004. Such filing included both (1) an electronic IDS and (2) a paper IDS. Such August 19, 2004 filing was effected in conjunction with use of a database.

C. **Conclusion**

Consideration of the foregoing in accordance with MPEP 609 are respectfully requested.

In accordance with 37 C.F.R. § 1.97(b), this Supplemental Information Disclosure Statement is believed to be submitted prior to issuance of a first Office Action further to the filing of an Request for Continued Examination (RCE). Therefore, it is respectfully submitted that no fee is required for consideration of this information. However, in the event any fee is deemed necessary, the Commissioner is authorized to charge the undersigned's Deposit Account No. 50-0206.


In the event any variance exists between the amount enclosed and the Patent Office charges, please charge or credit any difference to the undersigned's Deposit Account No. 50-0206.

Respectfully submitted,

HUNTON & WILLIAMS LLP

Dated: August 30, 2004

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Substitute for form 1449A

**INFORMATION DISCLOSURE  
STATEMENT BY APPLICANT***(use as many sheets as necessary)*

Application Number	09/988,291
Filing Date	November 19, 2001
First Named Inventor	Michael ROTHMAN et al.
Art Unit	3624
Examiner Name	G. Akers

Sheet	1	of	1	Attorney Docket Number	47004.000180
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**U.S. PATENT DOCUMENTS**

*Examiner Initials	Cite No.	DOCUMENT NUMBER Number - Kind Code (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		6,078,891	6/20/2000	Riordan	
		6,519,572	2/11/2003	Riordan	
		2003/0023492	1/30/2003	Riordan	
		2003/0088460	5/8/2003	Riordan	

**FOREIGN PATENT DOCUMENTS**

*Examiner Initial	Cite No.	FOREIGN PATENT DOCUMENT		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	TRANSLATION	
		Country Code:	Number - Kind Code (if known)				YES	NO
	1.							

**NON-PATENT LITERATURE DOCUMENTS**

*Examiner Initials	Cite No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published	TRANSLATION	
			YES	NO
	2.			
	3.			

EXAMINER SIGNATURE

DATE CONSIDERED

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.